

# A VITAL MESSAGE

## To Controlling Heads of Sales Organizations

If the sales managers of Philadelphia and Eastern Pennsylvania gathered today in a great convention to discuss the problems of production, they would point with accord to the one great menace of the time—

### PESSIMISM

Pessimism is a leech upon the arteries of business. It has crept into the hearts and souls of men who have won blue ribbons for selling in past eras. It has bored threatening tunnels beneath the very foundations of American business.

Just as Joan of Arc fired her armies onward, so the controlling heads of sales organizations must fire their men onward. And in this mighty battle against *king pessimism*, we will supply the weapons.

In the belief that a revival of business cannot arrive until Enthusiasm has replaced Pessimism; until salesmen have been stirred from their mental lethargy; until the minds of sales organizations have been energized we make this appeal.

You are vitally concerned in urging your salesmen to "Cotton On." Let us furnish the ammunition. Fill in this coupon immediately, and direct your secretary to drop it into the mails.

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**COMMERCIAL WRITERS' SYNDICATE,  
LANCASTER, PENNA.**

(Attention:—We are interested in the campaign you are waging against pessimism, and believe you are that enthusiasm is the foundation upon which better business will be built. We have a sales organization of ..... men.)

Name .....  
Street No. ....  
City .....  
State .....  
Country .....